

Organization Name: Visit Southeast Montana Project Name: Coop Marketing- Prairie County Museum Application Completed by: John Brewer	Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visit Southeast Montana has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. In the application, It is stated that the successful applicant must show that the project for which funds are being requested will benefit Southeast Montana Tourism by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Prairie County Museum in Terry, MT has requested funds to update their current signage along Interstate 94. The two current 8' x 16' signs were originally erected in 1992 and no longer reflect Terry's successful marketing and branding strategy outlined in the 2012 *Terry Heritage Tourism Action Plan*. If approved, these funds would be used for creative, and placement of the new signs.

Attached is an image of the proposed sign update. Prairie County has informed me that they have decided on a different photo, but it will still be a historic photo taken by Evelyn Cameron

Prairie County Museum has provided SEMT with all required documentation including MT DOT Permits, signed Landowner permission, signed agreement for maintenance method, and required bids for the project.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Visit Southeast Montana Annual Budget Overview.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Portions of marketing plan detailing the topics listed below are on page 18 of the narrative in the 'Measurable Objectives' section.

- Website Visits
- Consumer Database
- Stakeholder Report Card

Refer to the portions of your marketing plan, which support this project. Relevant portions of the marketing plan are on page 11 of the narrative portion.

Portions of marketing plan detailing the topics listed below are on page 11 of the narrative in the 'Strategic Goals' section. Relevant Marketing Methods are detailed on pages 15-16 of the narrative.

- Develop Marketing Partnerships
- Grow In-Region Partnerships
- Produce Quality Marketing Initiatives

How does this project support the Strategic Plan?

- This project will support the Strategic Plan for 2013

Detail Pages attached: Yes ☒
 No

**Visit Southeast Montana
Coop Marketing- Prairie County Museum**

	State Tourism Funds	Other Funds	Total
BILLBOARDS- Creative	\$1,325	\$1,325	\$2,650
BILLBOARDS- Placement	\$400	\$400	\$800
Total	\$1725	\$1725	\$3,450
Project Total	\$1725	\$1725	\$3,450

SIGN

Location: Interstate 94, both eastbound and westbound, just outside Terry, MT

Size 8' x 16'

Description: The signs are over 20 years old and in need of repair and updating.

